COMMUNITY

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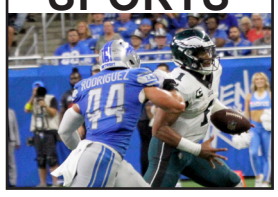
Charity Golf Outing Benefits Southwest Detroit Community

EL CENTRAL HISPANIC NEWS

Michigan's #1, Oldest, Largest and Only Bilingual Hispanic News • Free! ¡Gratis! • Vol. 33, #46 • **September 15, 2022**

SPORTS



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MES DE LA HERENCIA HISPANA 2022

Fuente: National Today

El Mes de la Herencia Hispana se celebra durante la segunda quincena del mes de septiembre y la primera quincena del mes de octubre y comenzó como una forma de promover la historia, la cultura y los aportes de los hispanos, específicamente de aquellos cuyas familias vinieron de España, México, el Caribe, Centroamérica y Suramérica, en el evento las comunidades resaltan los logros de los hispanos y latinoamericanos con festivales y actividades educativas.

El Mes de la Herencia Hispana se celebra anualmente del 15 de septiembre al 15 de octubre. Es un momento para apreciar y celebrar las coloridas culturas, las ricas historias y la diversidad de la comunidad latina estadounidense.

Continúa en la pág.3

Hispanic Heritage Month 2022

Source: National Today

The idea for Hispanic Heritage Month, celebrated throughout the latter half of September and the first half of October, began as a way to promote the history, culture, and contributions of Hispanic-Americans — specifically, those whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America. Communities mark the achievements of Hispanic and Latino Americans with festivals and educational activities.

Hispanic Heritage Month is observed annually from September 15 to October 15. It is a time to appreciate and celebrate the colorful cultures, rich histories, and diversity of the American Latino community.

HISTORY OF HISPANIC HERITAGE MONTH

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Lydia Gutierrez and Hacienda Mexican Foods Named Meijer Vendor of the Year

Lydia Gutierrez, president of Hacienda Mexican Foods, (left) is congratulated by Meijer purchasing agent Kaitlyn McGahan after receiving the award as Vendor of the Year at the recent Meijer Summit in Grand Rapids

When Lydia Gutierrez got in her car on Tuesday, August 31st to make the two hour drive to Grand Rapids to attend the biannual Meijer Summit, she wondered if it would make a difference if she attended or not. After all, there would be close to 2,000 Meijer employees in attendance, including the family owners of Meijer, Doug, Mark and Hank. But, Hacienda's purchasing agent, Kaitlyn McGahan had specifically called to make sure Lydia would be there as a valued vendor of the giant food and home goods merchant.

As the day-long Summit program moved toward its conclusion in the afternoon, Lydia was inspired by the messages delivered by company leaders and department heads about the impact they can make in the communities they serve. And then came the moment that Lydia did not see coming when the name of Hacienda Mexican Foods was announced from the stage as the winner of the Meijer Vendor of the Year!

Fighting back tears of joy and utter surprise, Lydia gratefully accepted the award on behalf of Hacienda. She is always the first person to give the credit to those around her, to her team at Hacienda and to her community.

"Our employees come from our Southwest Detroit community. They come to work every day with their game on. I am so proud of each of them and am thankful to be at the helm of this humble but strong company. Thankful, too, for our Southwest Detroit community. We could not do this without you!"

Diles que lo Viste en *EL CENTRAL*

Tell them you saw it in *EL CENTRAL*

Detroit Auto Show Returns Bigger Than Ever

Detroit Auto Show to Feature New Adventures for the Whole Family

After being canceled for almost 3 years, the North American International Auto Show (NAIAS, aka Detroit Auto Show), has returned bigger than ever and has announced a host of new themed attractions for the Public Show,

Sept. 17- 25, that will take families on an exciting journey, from the prehistoric dinosaur era of the past - complete with Fred Flintstone's "Flintmobile"- to the world's first electric Monster Truck of today to the can't-believe-your-eyes flying vehicles of tomorrow.

The show also will feature a special appearance by the "World's Largest Rubber Duck," a fun salute to Detroit's riverfront and Michigan's Great Lakes. And for Jeep owners, a six-stories-high version of #duckduckjeep!

Transformed for 2022, the Detroit Auto Show will be an indoor and outdoor family adventure and mobility celebration that includes activations on land, water and in the skies. The show includes vehicle displays and experiential activations highlighted inside Huntington Place (formerly Cobo Center) with additional activities in Hart Plaza and at some of Detroit's signature parks, in cooperation with the City of Detroit and Downtown Detroit Partnership (DDP).

Tickets for the 2022 Detroit Auto Show are available online

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988
LÍNEA DE PREVENCIÓN DEL SUICIDIO Y CRISIS
Si tú o alguien que conoces necesita apoyo, llama al 988 (servicio en español) o envía un texto al 988 o chat vía 988lifeline.org (en inglés).
PEP22-08-03-009

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Charity Golf Outing Benefits SW Detroit Community

By: Angela Gallegos

On Saturday September 17th, 144 registered golfers will gather at Inkster Valley Golf Course for the 17th Annual Don Julio Charity Golf Outing and will raise thousands of dollars for the community.

The outing certainly has its humble beginnings. The originators, six longtime friends from Southwest Detroit, thought of the idea for a yearly tournament in a basement while enjoying Don Julio tequila.The founders decided early on, instead of spending money on just trophies and prizes, why not organize an outing and raise money for those in need? Golf teams and monetary donations nearly doubled and tripled in size each year.

"The diversity of the outing is amazing when you think of it" says founder Art Gallegos, "There's golfers young and old and we even have an international presence… shout out to our Canadian player!"

The Don Julio organizing team is proud to support different organizations each year. It's a good feeling knowing you can help people in need by playing the game of golf." Says Gallegos. Past beneficiaries include Clark Park Coalition, The Wounded Warrior Project, All Saint's Literacy Center, Hope of Detroit Learning Academy and The Great Lakes Burn Camp just to name a few. "They gave us everything! balls, bats, equipment bags, and helmets" says Clark Park softball coach, Rita Tyler "To this day the girls are still wearing them and we really appreciate it."

This year all of the money raised at the golf outing will support Congress of Communities and the Detroit Hispanic Lions Club. "It is well appreciated," says Lions Club Treasurer Ralph (Tony) Trejo. "Money will support the community in a number of ways like buying glasses for those in need, prom dresses for high school seniors and the Holy Redeemer food bank."

Founders of the outing will continue to organize the charity, even without The Don Julio corporation backing them. They hope the company will one day take notice and contribute, but until then they are grateful for their generous sponsors and participating golfers who have been the backbone for this event thus far.

Don Julio Charity Golf Outing Founders (from left): Noe Salinas, Robert Munoz, Art Gallegos, Jesse Anaya, Gilbert Gallegos, Peppy Anaya

A previous beneficiary of the Charity Outing was the Clark Park Coalition softball team (from left): Coach Morris, Art Gallegos, Gil Gallegos, Coach Bill, Softball All-Star, and Coach Rita

2022 Don Julio Charity Golf Outing Committee (from left): Michelle Ferry, Gina Vitale, Molly Gallegos, Rhonda Fitch, Ms. Elle, and Cindy Camilleri

17th Annual

THANK YOU TO OUR SPONSORS

El Rancho Mexican Restaurant
La Gloria Bakery
Eve's Tamales
The Anaya Family
Pancho's Palace
Mercury Burger & Bar
Prince Valley Market
Jane F. Rusin Law, PLLC
Sigma Lambda Beta Fraternity
Jim Saucedo -State Farm

Ricardo & Josefina DePaz
Tamaleria Nuevo Leon
Ottava Via
Ace Sprinkler Company
Bubba's 33
Dr. Michael Izzo, DDS
A.H.A Distributors
Cracklewood Golf Club
Delaware North
Noe' & Michelle Salinas
Armando's Mexican Restaurant

Retrouvaille
Wunder Car Parts
Bill Smith
The Detroit Tigers
The Gallegos Family
Mimi's Wood Crafts & Home Decor
The AccuMed Group

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EL CENTRAL HISPANIC NEWS

A SPECIAL THANK YOU TO:

Honey Bee Market-La Colmena
Barb Ulin, Real Estate One
Bob Orozco I Federal Paving Inc.
& State Crushing

for your generous contributions this year!

** Beneficiaries include Congress of Communities & Detroit Hispanic Lions Club

Hispanic Heritage Month

Con't from pg. 1

Every year from September 15 to October 15, Americans celebrate National Hispanic Heritage Month by appreciating the community's history, heritage, and contributions of the ancestors of American citizens who came from Mexico, Spain, the Caribbean, and South- and Central America.

Hispanic Heritage Month originally started with one week of commemoration when it was first introduced by Congressman George E. Brown in June 1968. With the civil rights movement, the need to recognize the contributions of the Latin community gained traction in the 1960s. Awareness of the multicultural groups living in the United States was also gradually growing.

Two heavily Latinx and Hispanic populated areas, the San Gabriel Valley and East Los Angeles, were represented by Brown. His aim was to recognize the integral roles of these communities in American history. Observation of Hispanic Heritage Week started in 1968 under President Lyndon B. Johnson and was later extended to a 30-day celebration by President Ronald Reagan, starting on September 15 and ending on October 15. It was enacted into law via approval of Public Law 100-402 on August 17, 1988.

September 15 is set as the starting date for the month as it is important for many reasons. It is the independence anniversary for Latin American countries El Salvador, Guatemala, Costa Rica, Nicaragua, and Honduras. From here onwards, the independence days of Mexico and Chile fall on September 16 and September 18, respectively. Dia de la Raza or Columbus Day also falls within this month, on October 12.

Hispanic Americans have been integral to the prosperity of the U.S. Their contributions to the nation are immeasurable, and they embody the best of American values. The Hispanic-American community has left an indelible mark on the U.S. culture and economy.

TRADITIONS OF THE DAY

National Hispanic Heritage Month traditionally honors the culture and contributions of both Latino and Hispanic Americans. The history and accomplishments of these groups in the shaping of the country are celebrated.

The month is celebrated in a plethora of ways. As several other celebratory holidays fall during this month — such as the independence days of several Latin American countries — concerts, parades, food fairs, and more are organized throughout. Educational events like art exhibitions take place as well, highlighting important Latino heroes in history.

The U.S. government honors the immeasurable contributions of Hispanic Americans to our economy, culture, and society.

MES DE LA HERENCIA HISPANA

Con't de pg. 1

HISTORIA DEL MES DE LA HERENCIA HISPANA

Todos los años, del 15 de septiembre al 15 de octubre, los estadounidenses celebran el Mes Nacional de la Herencia Hispana, donde se aprecia la historia, el patrimonio y las contribuciones a la comunidad por parte de los antepasados de los ciudadanos estadounidenses que vinieron de México, España, el Caribe, Centroamérica y Suramérica.

El Mes de la Herencia Hispana comenzó originalmente con una semana de conmemoración, cuando fue inaugurada por el congresista George E. Brown en junio de 1968. Con el movimiento de los derechos civiles; la necesidad de reconocer las contribuciones de la comunidad latina, ganó fuerza en la década de 1960. La conciencia de los grupos multiculturales que viven en los Estados Unidos también ha ido creciendo gradualmente.

Brown representó dos áreas densamente pobladas por latinos e hispanos, el Valle de San Gabriel y el este de Los Ángeles. Su objetivo era reconocer el papel integral de estas comunidades en la historia estadounidense. La celebración de la Semana de la Herencia Hispana comenzó en 1968 bajo la presidencia de Lyndon B. Johnson y luego se extendió a una celebración de 30 días por parte del presidente Ronald Reagan, comenzando el 15 de septiembre y terminando el 15 de octubre. Se convirtió en ley mediante la aprobación de la Ley Pública 100 -402 el 17 de agosto de 1988.

El 15 de septiembre se estableció como el primer día del Mes de la Herencia Hispana, por ser una fecha importante, donde se celebra la independencia de los países latinoamericanos El Salvador, Guatemala, Costa Rica, Nicaragua y Honduras; los días de independencia de México y Chile caen el 16 y el 18 de septiembre, respectivamente. El Día de la Raza o actualmente llamado Día de la Diversidad Cultural, Día de la Resistencia Indígena, etc. también cae dentro de este mes, el 12 de octubre.

La comunidad hispana ha sido parte integral de la prosperidad de los EE. UU. Sus contribuciones a la nación son inconmensurables y representan lo mejor de los valores estadounidenses dejando una huella imborrable en la cultura y la economía de los Estados Unidos.

TRADICIONES DEL MES

El Mes Nacional de la Herencia Hispana tradicionalmente honra la cultura y las contribuciones tanto de los latinos como de los hispanoamericanos, se celebra la historia y los logros de estos grupos en la conformación del país.

El mes se celebra de muchas maneras debido a que otras festividades culturales se llevan a cabo durante el mismo período —como el día de la independencia de varios países latinoamericanos— conciertos, desfiles, festivales gastronómicos y más se organizan en todas partes; también se llevan a cabo eventos educativos como exposiciones de arte donde se destaca a los héroes latinos en la historia.

El gobierno de los Estados Unidos honra las incontables contribuciones de los hispanoamericanos a nuestra economía, cultura y sociedad.

Traducción: Carmen E. Luna

The SDBA 2022 Community Investment Breakfast Set for September 22

Fundraiser Celebrates the Many Flavors of Southwest Detroit's Economic Engine

The Southwest Detroit Business Association (SDBA) will host its 2022 Community Investment Breakfast (CIB) in celebration of the nonprofit organization's more than 65 years of service to the businesses and residents of Southwest Detroit. The annual event will be held from 8 a.m. to 10 a.m. on Thursday, September 22 at The Corner Ballpark located at 1680 Michigan Ave. in Detroit. Jason Colthorp, WDIV TV 4 reporter and anchor, will serve as the master of ceremonies.

This year's theme — the Many Flavors of Southwest Detroit's Economic Engine — will feature a panel discussion that will address "The Future of Powering Southwest Detroit's Economic Engine". The panelists include: Mary Culler, President, Ford Motor Company Fund; David Egner, President and Chief Executive Officer, Ralph C. Wilson Foundation; RJ King, Editor, dBusiness Magazine and Camille Walker Banks, Executive Director, LISC Detroit.

Each year at the CIB, the SDBA honors local business and community leaders who help make Southwest Detroit the vibrant, growing community that it is today. This year's honorees have been instrumental in advancing Southwest Detroit and include:

Kathy Wendler Award for Community Investment: Theresa Zajac, Retired SDBA Vice President

Business Development & Southwest Champion Award: Michael Odom, Vice President of Marx Layne & Company

Real Estate Development Award: Luis Ali & Tanya Saldivar-Ali, Co-Founders; Business Development Director, AGI Construction, LLC

Tickets are $100 per person. Send an email to events@southwestdetroit.com for more information.

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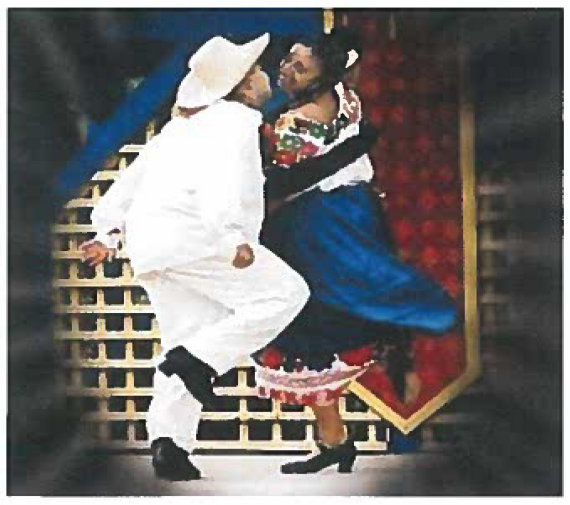

Bowen Branch In-Person Reopening and Hispanic History Month Celebration

Thursday, September 15, 2022
5:00 p.m.

Let's Celebrate Bowen's Reopening and Hispanic Heritage Month with Mexican Dances presented by Ballet Folklórico Moyocoyani Izel.

Free Refreshments

Bowen Branch
3648 West Vernor
Detroit, MI 48216
(313) 481-1540

www.detroitpubliclibrary.org

DETROIT PUBLIC LIBRARY

Bowen Branch
Presents:

Reapertura de la Sucursal Bowen y Celebración del Mes de la Historia Hispana en Persona

Jueves, Septiembre 15, 2022
5:00 p.m.

Celebremos la reapertura de Bowen y el Mes de la Herencia Hispana con bailes mexicanos presentado por Ballet Folklórico Moyocoyani Izel.

Refrigerios gratis

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***** JOB ALERT*****

Program Assistant

The City of Detroit's Bridging Neighborhoods is looking for a **Program Assistant** to help serve the residents of Detroit. The Program Assistant acts as the face of Bridging Neighborhoods for all individuals and families interested in learning about or interacting with the program. This full-time position reports to the Operations Supervisor and assists in carrying out administrative activities in the program office. This position requires someone that is highly organized, takes initiative and has administrative experience. The Program Assistant will also work on special assignments, as needed. The position is based out of the Bridging Neighborhoods Office in Southwest Detroit. Program Assistant is expected to work at the office Mon-Fri 8:30a- 5:00p unless otherwise specified.

Minimum Qualifications

- Bachelor's Degree, preferred. HS Diploma or equivalent required.
- Spanish-speaking, strongly preferred.
- Experience with Excel and/or Smartsheets, strongly preferred.
- Strong oral and written communication skills.
- Desire to provide a high level of customer service and grow within the City as a civil servant.
- Working occasional events on nights and weekends is also expected.
- Compensation ranges between $17-24 p/h; commensurate with experience.

Website

http://www.detroitmi.gov/Detroit-Opportunities/Find-A-Job

SPECIAL WORLD'S CULTURES
Mexican Independence

Mexican Independence

Tonight September 15, for the morning of September 16, Mexico is fulfilled with joy, for the celebration of the festivities that commemorate the beginning of the movement for independence. At midnight the Mexican president will give what we call El Grito de Independencia, recalling the when Miguel Hidalgo y Costilla,

in Dolores, Guanajuato on September 16, 1810 called the population to join for the independence and for the creation of a new nation, the Mexican Empire.

For years, conversations were brewing about the importance of separating the viceroyalty from New Spain, to create a new empire or a republic in the Mesoamerican territory, where upon the arrival of the Spanish in the 16th century, 300 years before, was located the Aztec-Mexica empire.

The independence from Spain was signed in 1821, after 11 years of armed struggle, the First Mexican Empire ruled by Agustín Iturbide was founded, with a territory that extended from a large

part of what is currently the United States of America, to Costa Rica. However, this extensive territory did not remain inert and in less than 30 years it lost its territory in Central America, Texas, California and New Mexico; remaining in what we currently known as the Mexican national territory.

By 1824, the constituent congress was created with the aim of creating a Magna Carta or Constitution that would govern the new nation, and resulting in the creation of the first Mexican Federal Republic under President Guadalupe Victoria.

Once the national policy was more or less organized, the problems of unification began to emerge, therefore, we cannot forget that Mexico is a country that in the 19th century that was inhabited by more than 150 indigenous communities who, although with similarities in their traditions, between those of the north and those of the south the differences were substantially marked both in culture and in food, among others.

By 1857 the movements faced the reform wars with the desire to separate the Church from the State, a movement led by an Oaxacan of Zapotec origin, Benito Juárez. From this moment on, the Mexican State took part in the registration of the population by issuing birth certificates, baptisms, marriages, among others.

One of the problems that stayed out of sight was faced, how to unify such a diverse country? And this is where art took part, with the desire to unify the vision of the Mexican and that the social organization of castes that had established the colony be annulled, the idea of the mestizo was conceptualized, the inhabitant product of the colony with roots of both. peoples: both European and American. The mestizo was established as the idea of what the Mexican is.

From what happened more than 200 years ago, those struggles for independence and encounters to understand what and who, we are left with a mixed culture, a unified mix in which the magical world and the globalized technological world coexist. Innovative fantasy and artisan tradition. The traditional music of indigenous peoples and the international influence of the globalization. The language that unifies us with all of Hispanic Latin American countries.

Diles que lo viste en EL CENTRAL
Tell them you saw it in EL CENTRAL

ESPECIAL CULTURAS DEL MUNDO

Independencia mexicana

La independecia de México

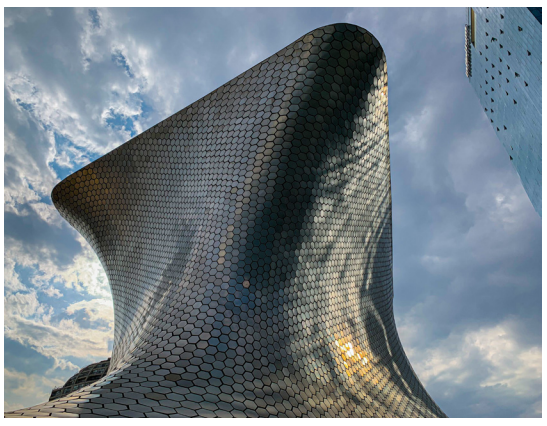
La noche de hoy 15 de septiembre, para la madrugada del 16 de septiembre, México se viste de gala con la celebración de las fiestas de que conmemoran el inicio del movimiento por la independencia. A la media noche el presidente mexicano dará lo que llamamos El Grito de Independencia, rememorando el grito que dio Miguel Hidalgo y Costilla, en Dolores, Guanajuato el 16 de septiembre de 1810 para convocar a la creación de una nueva nación, la nación mexicana.

Durante meses, quizá años se gestaban conversaciones sobre la importancia de separar el virreinato de la Nueva España, para crear un nuevo imperio o una república en el territorio Mesoamericano, donde a la llegada de los españoles en el siglo XVI, 300 años antes, se ubicó el imperio Azteca-Mexica.

Una vez firmada la independencia de España en 1821, después de 11 años de lucha armada, se funda el Primer Imperio Mexicano regido por Agustín Iturbide, con un territorio que se extendía desde gran parte de lo que actualmente es Estados Unidos de América, hasta Costa Rica. Sin embargo, este extenso territorio no permaneció inerte y en menos de 30 años había mermado su territorio de Centro América, Texas, California y Nuevo México; quedando en lo que actualmente conocemos como el territorio nacional mexicano.

Para 1824 se crea el congreso constituyente con el afán de crear una Carta Magna que rigiera a la nueva nación, y resultando en la creación de la primera República Federal Mexicana bajo el presidente Guadalupe Victoria.

Una vez organizada la política nacional, los problemas de unificación fueron emergiendo, pues, no podemos olvidar que México es un país en el siglo XIX era habitado por más de 150 pueblos indígenas que, aunque con semejanzas en sus tradiciones, entre los del norte y los del sur las diferencias eran sustancialmente marcadas tanto en cultura como en alimentación, entre otras.



Para 1857 los movimientos enfrentaron las guerras de reforma con el afán de separar a la Iglesia del Estado, un movimiento liderado por un oaxaqueño de origen Zapoteca, Benito Juárez. A partir de este momento, el Estado Mexicano tomó parte en el registro de la población emitiendo certificados de natalidad, bautizos, matrimonios, entre otros.

Pero se enfrentaba el problema más grande, ¿Cómo unificar a un país tan diverso? Y aquí es donde el arte tuvo lugar, con el afán de unificar la visión del mexicano y que la organización social de castas que había establecido la colonia fuera anulada, se conceptualizó la idea del mestizo, el habitante producto de la colonia con raíces de ambos pueblos: tanto europeo como americano. El mestizo se constituyó como la idea de lo que es el mexicano.

De aquello que pasó hace más de 200 años, esas luchas de independencia nos quedan una cultura mestizada, mezcla unificada en la que coexiste el mundo mágico y el mundo tecnológico globalizado. La fantasía innovadora y la tradición artesana. La música tradicional de los pueblos indígenas. La lengua que nos unifica con toda Latinoamérica.

Sigue cada semana en **EL CENTRAL** nuestro
ESPECIAL CULTURAS DEL MUNDO,
by Mariana Ayón RV

THE MIND OF A MURALIST
Sunday, September 18, 2022 • 2:00 - 4:00 P.M.
Marygrove Conservancy Theatre
8425 McNichols Rd. Detroit, MI 48221
In Partnership with:
Detroit
MARYGROVE CONSERVANCY
art impact connect

Detroit ACE partners with Art Impact Connect and the Marygrove Conservancy on a special murals event

Detroit ACE is partnering with community arts groups to present a new event, The Mind of a Muralist: Exploring Mural-Making in Metro Detroit at 2 p.m. Sunday, September 18 at the Marygrove Theatre on the Marygrove Conservancy campus, 8425 W McNichols Rd, Detroit, MI 48221.

The event, a panel discussion and performance, will explore the media, motivations and messaging behind mural-making in Metro Detroit with muralists Dr. Hubert Massey and Ijania Cortez and art historian Deborah Lubera Kawsky.

The panel discussion will address issues such as: the motivations behind mural-making, the role of murals to enact positive change in the community; and the importance of preserving/restoring murals as evidence of Detroit's rich design legacy. Mural imagery by Dr. Massey, Cortez and Girard will document: the diversity of mural media; various processes and styles; achievement of fascinating visual and conceptual juxtapositions.

Rochelle Riley, Director of Arts and Culture for the City and head of the Detroit ACE Office, will introduce the event, which will begin with an inspiring performance by the Detroit Youth Choir, which featured Massey's Power to the People mural in their 2020 music video "Glory."

The event runs from 2 to 4 p.m. on Sunday September 18 at the Marygrove Conservancy Theatre. It is co-sponsored by the Marygrove Conservancy, Detroit ACE and Art Impact Connect and is an official part of the Detroit Month of Design festival, programmed by Detroit Design Core Detroit. Month of Design celebrates the city's status as an UNESCO City of Design. The event is free, but registration is required via Eventbrite at: https://bit.ly/mindofamuralist.

EL CENTRAL
HISPANIC NEWS

Michigan's #1 oldest, largest and only bi-lingual Hispanic news. Minority (Hispanic) and woman owned • Multi-year winner of Jose Marti National Award for excellence in Editorial and Design. Published in Metro Detroit since 1988.

EL CENTRAL informs and celebrates Metro Detroit's Hispanic and Latino community and Southwest Detroit in particular and supports the professional development of local reporters and photographers who seek to enter the journalism profession.

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Ozzie Rivera - *Contributing Writer*
Dr. José Cuello - *Contributing Writer*

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Auto Show

Con't from pg. 1

at naias.com. A special Family Pass (2 adults, 3 children) is available for purchase at $50 (translating into $10 per person for a full day of activities), in addition to individual tickets including special ticket pricing for children and seniors, 65 and older. State Farm is the Presenting Sponsor of the Public Show.

Here are some highlights of what's in store:

• Dinosaur and Off-Road Vehicle Encounter

Ticketed auto show visitors are invited to travel back in time to the Mesozoic Era at the new Dinosaur and Off-Road Vehicle Encounter, a Jurassic walk-thru experience featuring life-like and life-size dinosaurs, including T-Rex, Velociraptor and Stegosaurus, just to name a few.

A perfect complement to the rugged off-road SUVs and trucks on display throughout the show and in the themed-area, the Dinosaur and Off-Road Vehicle Encounter will be featured daily inside the Huntington Place Ballroom. The dinosaur experience will premiere on Charity Preview night, Sept. 16.

This fun, prehistoric world will include a collection of more than 80 massive dinosaurs ranging from babies to some creatures standing over 28 feet tall and spanning over 60 feet long. It will also feature interactive and educational activities, including Story Time, hands-on crafts and fossil digs, in addition to an animatronic Dinosaur Band and realistic dinosaur babies and dinosaurs roaming throughout.

An auto show ticket is required for admission into the Dinosaur and Off-Road Vehicle Encounter. Additional activity tickets will be available for purchase for themed rides, including T-Rex ATV rides and Dinosaur Scooters.

• "The Flintmobile"

No prehistoric experience would be complete without seeing how "the modern Stone Age Family" drove around the town of Bedrock. On loan from LeMay - America's Car Museum in Tacoma, Wash., Fred Flintstone's original car, built by George Barris for the Universal Studios 1994 feature motion picture "The Flintstones," will be on display at the Dinosaur and Off-Road Vehicle Encounter. The vehicle continues to fascinate audiences and celebrates the cartoon first broadcast by Hanna-Barbera in 1960.

• Vehicle Rides and Experiential Activations

Experience is the operative word at this year's Detroit Auto Show. Visitors will have an opportunity to comparison shop from hundreds of vehicles and experience some of these products through ride activations, including active tracks inside the Huntington Place convention center.

Indoors, attendees can climb high with Camp Jeep and Bronco Mountain, as well as experience the F-150 Lightning and Ram Truck ride activations.

Outside, show visitors can jump into the driver's seat, and take a Volkswagen or Chevrolet for a spin on a street course ride-and-drive along a portion of the 2023 Chevrolet Detroit Grand Prix downtown circuit.

• Monster Truck Throwdown

Complete with Bigfoot #20, the world's first battery-powered Monster Truck, Monster Truck Throwdown will entertain and amaze auto show audiences daily in Hart Plaza. Touching all the senses and enjoyed by all ages, Monster Truck Throwdown presents Monster Truck Car Crush Exhibitions by Bigfoot #20, Sinistar, and Raminator, Freestyle Motocross performances, and world-renowned Monsters on display - including Bigfoot #1, the original Monster Truck that started the worldwide phenomenon and Showtime, Michigan's iconic "Motor City Monster" seen at Cobo Hall and the Silverdome in the 1980s.

Event-goers will also have the opportunity to get up close and personal with the Monster Trucks, meet the drivers, collect autographs and experience Monster Truck Throwdown like never before with the Raminator Picture Truck Experience and the Monster Ride Truck Experience.

• "Air Mobility Experience"

Bringing science fiction to reality over the skies of Detroit and Windsor, the "Air Mobility Experience" at the Detroit Auto Show will be a "Show Above the Show." Featuring flight demonstrations and displays by six mobility companies originating from five countries, this new addition to the auto show will take place over the Detroit River, in Hart Plaza and Huntington Place.

From electric vertical take-off and landing aircraft to amphibious sport planes to hoverboards and jet suits, show visitors will get a taste of the future, today. Flight demonstrations will take place outside on Saturday and Sunday, Sept. 17-18, with air mobility displays and experiences featured inside Huntington Place throughout the duration of the show.

• "World's Largest Rubber Duck"

It's no ordinary duck, but it's a perfect fit to bring attention to one of Detroit's greatest assets, its riverfront. The "World Largest Rubber Duck" will be on display in Hart Plaza throughout the auto show. An ideal backdrop for social media engagement, the lovable waterfowl is 61 feet high and weighs in at over 30,000 pounds. Look for some surprises from the Jeep brand and the social movement of "ducking" other Jeep owners (#duckduckjeep).

• Round One Gaming Lab

Ticketed auto show visitors (6 years and older) will be able to experience luxury gaming in a unique 26-foot climate-controlled, theater-style arcade on wheels that will be located in Hart Plaza.

Founded by local Detroiters Tyrell Slappey, Terrance Crowell and Markita Richardson, Round One Gaming Lab is a mobile gaming arcade featuring five 50-inch televisions, equipped with PlayStation, Xbox and Nintendo Switch, in addition to hundreds of games to choose from. Two 50-inch televisions located on the outside of the Round One Gaming Lab will allow for additional participants to join in the gaming fun at the auto show.

• Themed Days and Street Food Favorites in Hart Plaza

Auto show visitors on their way into and out of Huntington Place will be invited to enjoy themed days outside in Hart Plaza, featuring everything from Motown Tuesday to Saturday Family Day and Sunday Funday. Each Public Show day will be complete with special activities, including vehicle displays by car enthusiasts' clubs, themed music featuring homegrown Detroit artists, in addition to street food, relating back to the day's theme, that will be available for purchase.

• DDP Park Activations

The DDP, in cooperation with the auto show, will be offering experiences and programming free of charge to the community at downtown area parks.

"These new themed activities are a perfect way to welcome all ages back to the show after more than three years," said Detroit Auto Show Chairman Joe Lunghamer. "Families can come to the auto show and find their next new vehicle, and at the same time, make some special memories together and create plenty of great selfies and social posts to share. Visitors can expect a nine-day festival and celebration of family, fun and mobility."

For tickets to the North American International Auto Show (Detroit Auto Show), please visit; https://naias.com/public-show-tickets

Some of the "Air Mobility Experience" activities that will take place during the Auto Show. (L-R) Jet suit, and ICON A5 amphibious sport plane.

Michigan Celebrates Welcoming Week, Immigrant's Vibrant Diversity and Value to Communities

Office of Global Michigan encourages Michiganders to explore efforts that foster mutual understanding between immigrants and non-immigrants, as well as deeper belonging for all

LANSING, Mich. – Governor Whitmer has declared Sept. 9-18 Welcoming Week in Michigan and the Office of Global Michigan is encouraging all Michiganders to celebrate National Welcoming Week to highlight the importance of bringing together neighbors of all backgrounds to build solid connections and achieve collective prosperity.

"Newcomers are vital to our communities, bringing fresh perspectives and new ideas while contributing to the vibrant diversity we value," said Poppy Hernandez, Office of Global Michigan director. "Michigan is a welcoming state and we can achieve greater prosperity by making people from all around the world feel welcome and valued, regardless of where they were born."

During Welcoming Week, Global Michigan invites Michiganders to explore ways to cultivate communities #WhereWeBelong. By focusing on the places and spaces that foster belonging (ie. cities, workplaces, neighborhoods, etc.), "Where We Belong" aims to go deeper and spark individual reflection on how and why belonging occurs, and ways we can break barriers so that places can foster belonging for all, including immigrants and refugees right here in Michigan.

"Michiganders can play a part in working toward the inclusion of immigrants to create a culture and policy environment where all residents feel empowered to work with each other in strengthening the state's social, civic and economic fabric," Hernandez added.

To make Michigan an inclusive place that immigrants can call home, Global Michigan works with several state, local and non-profit partners who provide critical services to our new neighbors.

According to the Michigan League for Public Policy, as of 2020, there were 686,647 immigrants living in Michigan and 46.6% of immigrants in Michigan arrived in the United States before 2000. Immigrants have contributed heavily economically, with $20.3 billion in spending power.

"Excluding any group from society deprives us of accessing all that untapped, unknown human potential that lies within. New Americans bring new talent, ideas and expand our human capacity," said Louis D. Piszker, Wayne Metro CEO. "It is imperative that we not only welcome, but pursue refugees and immigrants because they strengthen our local economies and, with the right supports and training, can fill our growing workforce and talent gaps."

Michiganders are encouraged to join Global Michigan by sharing their personal immigrant and refugee stories and highlighting contributions to their community on social media, adding #MIWelcomingWeek2022 and #WhereWeBelong to their posts.

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This year will mark the 54th anniversary of what began as National Hispanic Heritage Week in 1968. President Lyndon B. Johnson recognized Mexico's independence on September 15th & 16th. Expanded to Hispanic Heritage Month in 1988 by President Ronald Reagan to encompass five additional Latin American countries with independence days in September: Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua.

Congratulations to all celebrating Hispanic-Latino Heritage this month!

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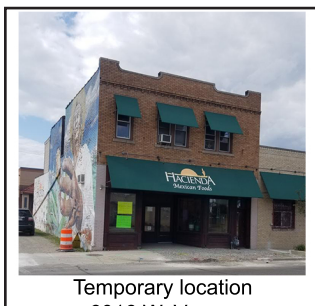

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Lions Lose Close Game To Eagles !!!

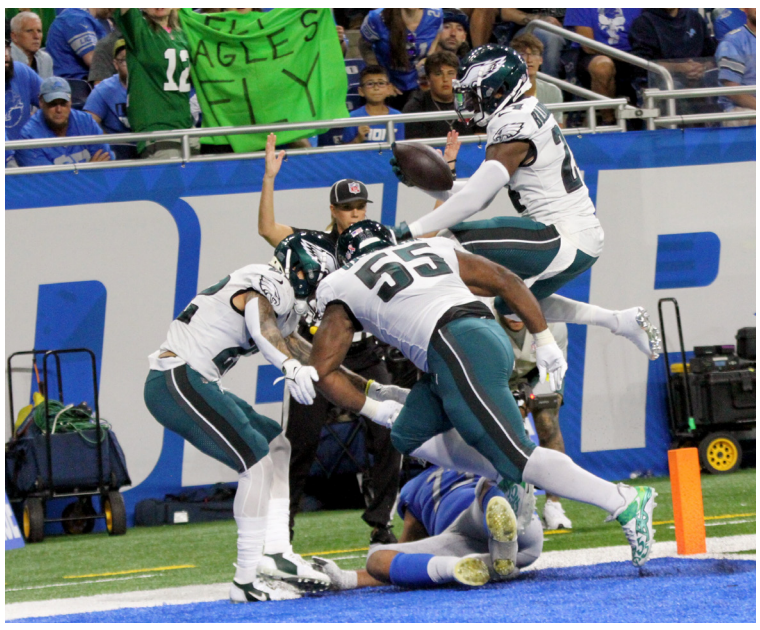
This past Sunday, the Detroit Lions (0-1), lost a close game, to the Philadelphia Eagles (1-0), 38-35. The Lions trailed the Eagles, after 3 quarters, 21-38, and managed to get to within 3 points of the Eagles. The Detroit Lions, host the Washington Commanders (1-0), at Ford Field, Sunday, September 18th, at 1:00 pm (FOX). The Detroit Lions, then travel to U.S. Bank Stadium, to take on the Minnesota Vikings, Sunday, September 25th at 1:00 pm (FOX).

Photos below are highlights from the Detroit Lions vs. Philadelphia Eagles

Photos by: Dan Graschuck/ EL CENTRAL

Detroit Lions remembring September 11, 2001, during pre-game

Rookie Detroit Lions DL #97 Aidan Hutchinson (from Dearborn Divine Child HS and University of Michigan), tries to stop Eagles QB #1 Jalen Hurts from making a play. Hurts was 18 for 32 for 243 yads, and had 17 carries for 90 yards with 1 TD



Eagles CB #24 James Bradberry, scoring on a 27 yard TD interception, by the Detroit Lions

Detroit Lions TE #88 T.J. Hockenson pushed out of bounds, short of the goal line, by Eagles defense. Hockenson had 4 receptions for 38 yards

Eagles DE #55 Brandon Graham (from Detroit and University of Michigan) trying to stop Lions RB #32 D'Andre Swift, from making a play. Swift had 15 carries for 144 yards and 1 TD, and 3 receptions for 31 yards

Detroit Lions RB #30 Jamaal Williams scoring a TD. Williams had 11 carries for 28 yards with 2 TDs, and had 1 reception for 2 yards

Detroit Lions head coach Dan Campbell watches play, with backup QB #10 Nate Sudfeld next to him

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Pateando la No. 5

Dominated Winners

David Levine
EL CENTRAL

Detroit City FC continues confound conventional wisdom. Most teams want to win at home and tie on the road. While Le Rouge struggles mightily at home employing Trevor James' conservative tactics, they thrive away from the friendly confines of Keyworth Stadium. Last Saturday, City took on the Colorado Springs Switchbacks at just over 6,000 feet of altitude in a driving, chilly rain. It was definitely not home field advantage. Yet, at the end of a game in which Colorado Springs dominated nearly every single statistical category, DCFC came away with a crucial 2-1 that puts the team within three points of clinching a playoff spot.

Before the team left for Colorado, they announced that starting goalkeeper Nate Steinwascher would miss the game for personal reasons. Steinwascher has been the backbone of the team for years. His absence, no matter how long, is keenly felt. The rest of the team rallied around reserve goalkeeper Ryan Shellow and the debutant delivered a superb performance in his first professional outing, making four saves and not conceding until well into second half stoppage time. His best save of the night came just after the hour when a diagonal pass slipped through the City defense and found Michee Ngalina alone. Shellow closed him down and took the initial shot off his chest with Ngalina heading the rebound off the post. By then, the rest of the City defense had recovered and they scrambled the ball clear.

City had just 31% possession during the game. For long stretches it looked like a training session of attack versus defense. The City players conserved energy as best they could in the chilly, damp, and thin air. Attacking forays came few and far between, but generated enough chances to produce a winning result. The same team that is so profligate at home turns ruthless on the road. The first chance came from a set piece after 33 minutes. At Keyworth, this isn't much of a threat. Away, however, Stephen Carroll rose up and made solid contact, only to see his header go off the outside of the post. On 40 minutes, Rhys Williams headed over from Antoine Hoppenot's service. Colorado Springs should have considered themselves warned, but failed to tighten up their marking. Hoppenot's next service came from a corner two minutes later. Matt Lewis beat his man at the near post to flick the ball behind him and Maxi Rodriguez stormed through to head in the opening goal.

Hoppenot could have doubled the lead before halftime, but couldn't make solid contact with Yazeed Mathews flicked header. The pattern of play didn't change during the second half. The Switchbacks moved the ball around the DCFC half of the field, but ran into a wall of defenders whenever they approached shooting range. Shellow remained well protected.

Going into the game, the Switchbacks had won three in a row without conceding a goal. They had not conceded at home since August 18. Having done so once in the first half, they lost their bearings again just before the hour. Antoine Hoppenot, the source of some accurate passing even if his finishing hasn't been up to scratch lately, played a superb cross into the Switchbacks penalty area. The big surprise wasn't that it was a pinpoint cross, but who was on the end of it. Left wing back Deklan Wynne had drifted forward and found himself completely alone in front of goal. He met Hoppenot's cross with a first time strike that whistled into the goal. The Switchbacks looked stunned. Wynne's family in New Zealand sent out a tweet, celebrating the goal.

The two teams finished as they started with the Switchbacks pressing and City repelling. DCFC finally gave up a goal in the 92nd minute from a corner, but it was too little too late for the hosts. Given all the possession, shots, corner kicks, passes, and various other stats that favored them by a significant margin, the Switchbacks have to be wondering how they lost this game. It's just how City does it. Saturday night, they will be back at Keyworth to welcome the Tampa Bay Rowdies, knowing that a win will clinch a playoff spot. City is now 11 points ahead of Tulsa and 14 ahead on Indy Eleven. If only they would win at home, they would move up the table. DCFC has the second fewest losses in the league with 6, but the second most ties with 10, many, too many at home. It's a strange record. The team will have to find a way to improve their home form while maintaining their superb away play in order to become one of the top teams in the division.

Detroit City FC Beat Colorado Springs Switchbacks !!!

This past weekend, Detroit City FC beat, Colorado Springs Switchbacks, 2-1. Detroit City FC, return to Keyworth Stadium, in Hamtramck, MI, this Saturday, September 17th, to host the Tampa Bay Rowdies at 7:30 pm (WMYD TV20 Detroit).

Photos below are highlights from Detroit City FC vs. Colorado Springs Switchbacks

Photos provided by Detroit City FC (photographer Jon DeBoer) and Colorado Springs Switchbacks

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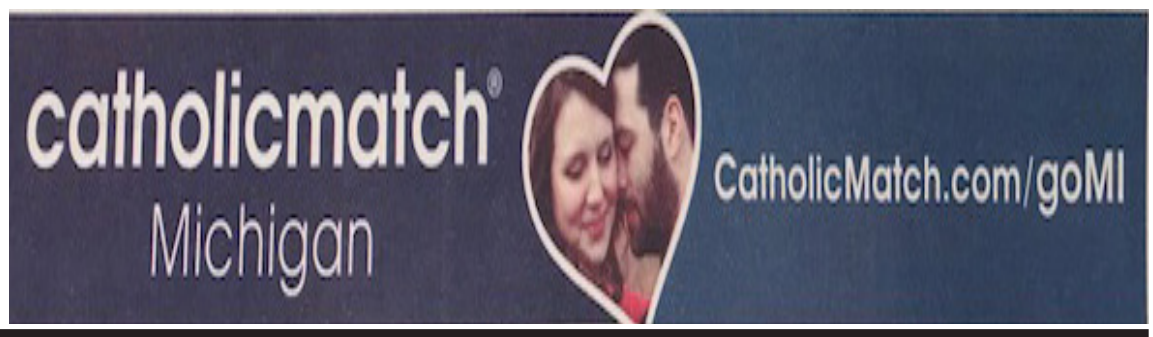

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EDITORIAL OPINION

"Trump's subpoenas; AMLO's poverty"

By Raoul Lowery Contreras

Political observers were right when they pointed out that Mexico's President Andres Manuel Lopez Obrador (AMLO) and U.S. President Donald J. Trump seemed closer than one would imagine between a raving leftist Lopez Obrador and alleged "populist" Trump.

Trump, for example, detests "free trade" and any such agreements between Mexico and the U.S. He called NAFTA (the North American Free Trade Agreement) between Mexico, Canada and the US the "worst trade deal in history." That despite his attempts at having "Trump suits" made in Mexico for his failed clothing line and his failed beauty contest in Mexico City that cost him bundles of cash because Mexican partners skinned Trump alive.

Of course, Trump is an ignorant neophyte on foreign trade, balance of payments and trade deficits. Specifically, his views on NAFTA were more than ignorant, they were, in fact, stupid. They still are.

NAFTA was the most successful trade agreement ever signed by the U.S. For the first few months of this year, for example, Mexico was our second largest trade partner as it was third or fourth during most of the NAFTA years. When Trump was elected in 2016, Mexico bought more from the U.S. than all of Europe with over 500 million people. At that time Mexico had fewer people than the 126 million people it has now.

On the Mexican side of AMLO's, he too displayed dismay at trade numbers between Mexico and the U.S. even though the balance of trade favored Mexico. "Sovereignty" was and is more important to AMLO than the thousands of solid middle class jobs of Mexicans who build automobiles in Mexico for the American market.

A NAFTA car carried many names and is counted by the thousands and qualified observers are quick to point out that the massive Mexican car industry saved the entire American car manufacturing industry from being killed by Japanese and Korean car manufacturers. Without thousands of individual parts manufactured by factories in Mexico -- the parts supply chain -- American cars would cost thousands more than they do now. Trump didn't acknowledge that nor did AMLO use that fact to his advantage.

He simply ordered his negotiators to make a deal with the Trump negotiators to complete the USMCA trade agreement the U.S., Canada and Mexico signed that replaced NAFTA.

The political reality was that USMCA is almost a carbon copy of the original NAFTA agreement that Trump called "the worst agreement in history."

Trump didn't care about the USMCA agreement and neither did AMLO, neither planned to live up to the agreement. Trump's plan fell apart when the American voter threw him out of office.

AMLO never intended to live up the the foreign investment provisions of the USMCA we now know because the ink was hardly dry on the USMCA document when his federal electricity agency (Commission de Electricidad Federal, CFE) announced that foreign electrical generation, usually costing one fifth of government rates, could no longer operate or come on line if they are new unless the government agency is granted a monopoly on distribution of electricity.

AMLO's rejection of foreign investment in energy follows restrictions on foreign banks that have caused Citibank to dump its Mexican subsidiary -- Banamex.

U.S. and Canadian trade officials are working to create legal challenges to what they see as a Mexican government's growing stranglehold on U.S. and Canadian owned companies energy generation that they claim AMLO's government is implementing under the guise that American and Canadian companies are encroaching on Mexican sovereignty.

Trump was wrong on NAFTA and trade with Mexico and his quiescent tolerance politically of NAFTA is now being matched by AMLO's actions that are challenges to the very agreement AMLO signed with the U.S. and Mexico that truly benefited from what Trump called the "worst trade agreement" in history.

Public claims by AMLO that the U.S. and Canada are impinging on Mexico's sovereignty, "energy sovereignty" are simply populist cover-ups and lies designed to cover-up AMLO's total failure at governance.

As written by Maria Abi-Habib and Oscar Lopez in the New York Times, July 18, 2022 -- in the first two years of President Lopez Obrador's administration he labels Mexico's "Fourth Transformation" an additional "3.8 million Mexicans (fell) into poverty at the end of 2020. Today, 44 percent of Mexicans -- nearly 56 million people are destitute…"

Failure?

As for former President Trump, today a total of over 40 close Trump political associates have been served with subpoenas by the Department of Justice to appear before a D.C. criminal grand jury and some have had their smart phones confiscated by search warrants.

Opinions in this Article are not necessarily those of the Publisher or Editor

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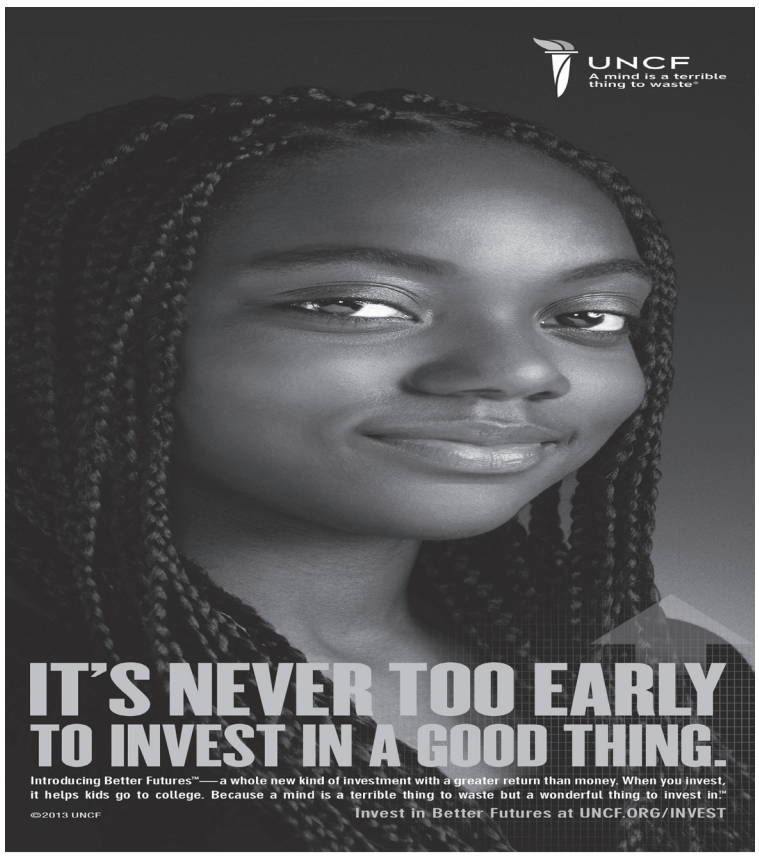
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5 Ways Traditions Help Us Stay Healthy and Happy

(StatePoint) Health experts say that establishing and maintaining family traditions can boost overall well-being and vitality, especially as we age.

"As children become adults and move out of the house or away, the family traditions that bind us can sometimes get lost in the process," says Aparna Abburi, president of Medicare and CareAllies with Cigna, which provides insurance to hundreds of thousands of older adults through its Medicare plans. "Forming new traditions or reigniting old ones can keep us connected to loved ones, ultimately helping us feel more fulfilled, happier and healthier."

Here are some insights into the importance of traditions to well-being and vitality as we age, along with tips for keeping those connections going in your own circle of family and friends:

Traditions help combat loneliness: According to a 2020 survey by Cigna, 61% of adults reported being lonely – a 7 percentage-point increase from 2018. That feeling was likely exacerbated by the pandemic that followed. Traditions can help to combat feelings of isolation. Consider setting up weekly video calls or trading letters and notes with relatives who live far away. Regular trips to a favorite destination, such as a lake or beach, or celebrating important holidays together every year, can provide meaningful time together.

Traditions pass on family values: Having shared values can help us feel connected to one another. Telling stories from the past or practicing cultural, spiritual and religious traditions are great ways to pass these values down from one generation to the next.

Traditions can make us feel young again: From cooking and gardening to sports and games, family traditions often evoke old memories and make us feel young again. Sensory memories can be particularly powerful. Whether it's a cookie bakeoff, ballpark peanuts and hot dogs, or a singalong around the piano, family rituals that include special sights, sounds and aromas are often the ones we think of most fondly.

Traditions strengthen communities: Traditions are not just for families; they can also strengthen ties among friends and communities. Consider

getting a group of neighbors together for morning walks or meeting friends for shopping excursions. Make visiting the farmers market, attending free concerts in the park, playing community center bingo and gathering for other recurring local events part of your routine.

For more information about how to stay healthy while aging, visit www.cignamedicare.com.

As you embrace the rituals that matter most to you, remember that traditions don't need to be rigid or set in stone.

"Just as you might modify a family recipe to suit your dietary needs or switch from weekly phone calls to weekly video calls, don't be afraid to tweak and expand on older traditions so they're relevant and interesting today – and for years to come," says Abburi.

Fumar es aún más perjudicial para el corazón de lo que se pensaba: estudio

Los fumadores tienen un corazón más débil que los no fumadores, según una investigación presentada en el Congreso de la Sociedad Europea de Cardiología ESC 2022. El estudio ha descubierto que cuanto más fumaban las personas, peor era su función cardíaca, si bien algunas funciones se restablecían cuando las personas dejaban el hábito.

"Es bien sabido que el tabaquismo provoca la obstrucción de las arterias, lo que conduce a la enfermedad coronaria y al ictus (…) Nuestro estudio demuestra que el tabaquismo también da lugar a corazones más gruesos y débiles".

… afirmó la autora del estudio, la doctora Eva Holt, del Hospital Herlev y Gentofte de Copenhague (Dinamarca).

"Esto significa que los fumadores tienen un menor volumen de sangre en la cámara izquierda del corazón y menos potencia para bombearla al resto del cuerpo. Cuanto más se fuma, peor es el funcionamiento del corazón. El corazón puede recuperarse hasta cierto punto si se deja de fumar, así que nunca es demasiado tarde para dejarlo".

… explicó.

Según la Organización Mundial de la Salud (OMS), el tabaco mata a más de ocho millones de personas cada año. El tabaquismo es responsable del 50% de todas las muertes evitables de los fumadores, y la mitad de ellas se deben a enfermedades cardiovasculares ateroscleróticas como el infarto de miocardio y el ictus. Los efectos perjudiciales del tabaquismo sobre las arterias y las enfermedades arteriales como el infarto de miocardio y el ictus están bien establecidos.

Los estudios también han demostrado que el tabaquismo se asocia a un mayor riesgo de insuficiencia cardíaca, en la que el músculo cardíaco no bombea la sangre por el cuerpo tan bien como debería, normalmente porque es demasiado débil o rígido. Esto significa que el cuerpo no recibe el oxígeno y los nutrientes que necesita para funcionar normalmente.

La relación entre el tabaquismo y la estructura y el funcionamiento del corazón no se ha examinado a fondo. Por ello, este estudio exploró si el tabaquismo estaba relacionado con los cambios en la estructura y la función del corazón en personas sin enfermedades cardiovasculares, y el efecto de cambiar los hábitos de fumar.

El estudio utilizó datos del 5º Estudio del Corazón de la Ciudad de Copenhague, que investigó los factores de riesgo y las enfermedades cardiovasculares en la población general. Se inscribió a un total de 3,874 participantes de entre 20 y 99 años de edad sin enfermedades cardíacas. Se utilizó un cuestionario autoadministrado para obtener información sobre el historial de tabaquismo y estimar los paquetes-año, que es el número de cigarrillos fumados a lo largo de la vida. Un paquete-año se define como 20 cigarrillos

fumados cada día durante un año.

Los participantes se sometieron a una ecografía del corazón, llamada ecocardiografía, que proporciona información sobre su estructura y su funcionamiento. Los investigadores compararon las medidas de la ecocardiografía de los fumadores actuales con las de los que nunca han fumado, tras ajustarlas por edad, sexo, índice de masa corporal, hipertensión, colesterol alto, diabetes y función pulmonar.

La edad media de los participantes era de 56 años y el 43% eran mujeres. Casi uno de cada cinco participantes era fumador actual (18,6%), mientras que el 40,9% era exfumador y el 40,5% no había fumado nunca. En comparación con los no fumadores, los fumadores actuales tenían un corazón más grueso, débil y pesado.

"Descubrimos que el tabaquismo actual y la acumulación de paquetes de años se asociaban a un empeoramiento de la estructura y la función de la cavidad cardíaca izquierda, la parte más importante del corazón. Además, descubrimos que, en un periodo de 10 años, los que seguían fumando desarrollaban corazones más gruesos, pesados y débiles que eran menos capaces de bombear sangre en comparación con los que nunca habían fumado y los que habían dejado de fumar durante ese tiempo.

(…) Nuestro estudio indica que el tabaquismo no sólo daña los vasos sanguíneos, sino que también perjudica directamente al corazón. La buena noticia es que algunos de los daños son reversibles al dejar de fumar".

… concluyó Holt.

Daily 3&4

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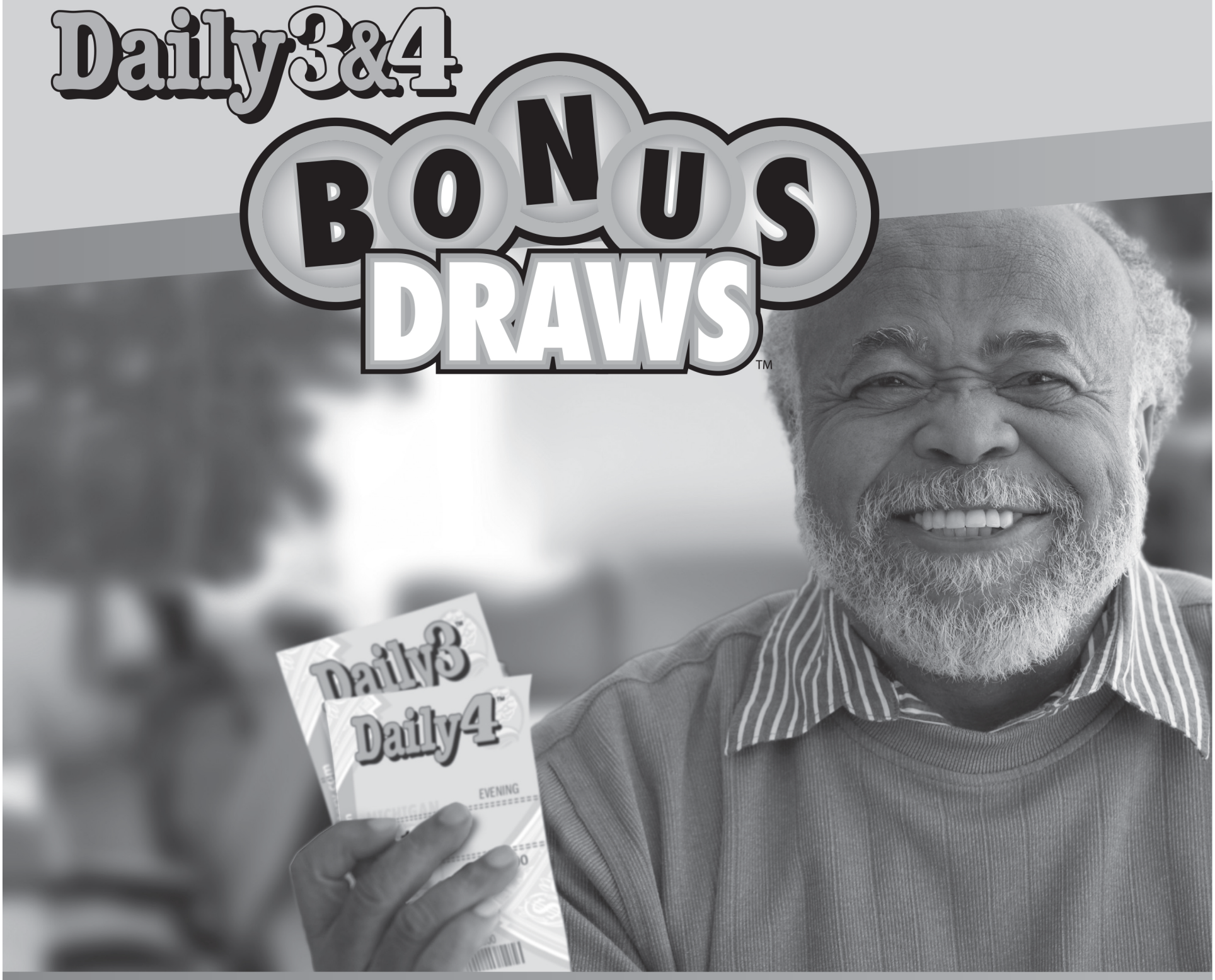

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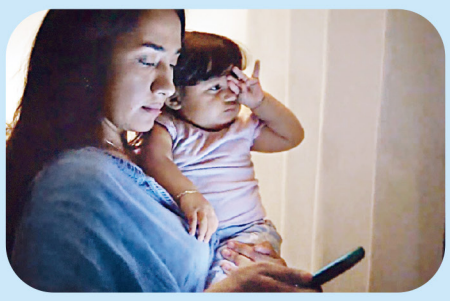
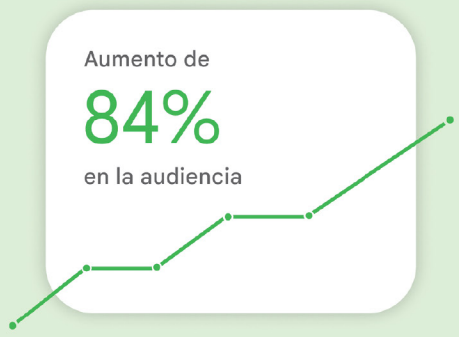
Apoyando las noticias locales que nuestras comunidades necesitan



Jambalaya News Louisiana utilizó fondos provistos por Google para crear un servicio de mensajes de texto en español que envía alertas de noticias y permite a los lectores responder en tiempo real.

Sahan Journal, una organización sin fines de lucro de Minnesota que informa sobre las comunidades de inmigrantes y de color, incrementó sus ingresos publicitarios en más de un 800% anual luego de terminar nuestra capacitación sobre patrocinios.



San José Spotlight, una nueva empresa (startup) digital que informa sobre negocios y política aumentó su audiencia en un 84% (a más de 1.6 millones) en nuestro Laboratorio de Startups.

Las noticias locales son de conocimiento local. Es una crónica de los lugares donde vivimos y de las personas y la política que los definen. Sabemos que las noticias locales son esenciales para nuestras comunidades y que, a nivel nacional, el trabajo de recopilar y monetizar las noticias es cada vez más difícil.

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